

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

FREDERICK LOESER & CO.

Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.

\$3 to \$4 French Flannel Waists At \$1 :: Heading a Great Waist Sale.

WE START TO-DAY one of the best Waist Sales in all our history. Many thousands of Waists are included, and as pretty Waists as we or anybody could find to sell at the full prices. Yet in no case are they marked at full prices and in many instances they are less in price than the ordinary cost of the same materials by the yard.

These French flannel Waists at \$1, for example, a value that, so far as we know, has never been equalled.

There are 750 of them in handsome plaids and in three models. One is buttoned on the side diagonally with plain buttons. Another is made with fine tucking, stock collar and tie. The third is made with wide tailor stitched tucks, shirt sleeves and stock collar. None C. O. D. and no mail or telephone orders.

\$7.50 to \$12.50 Silk Waists at \$5.

High class chiffon and muslin Waists in a variety of up-to-date effects are chiffons over Persian in stripe and plain effects, and also madras, cotton with lace effect of not or lace. Three-quarter sleeve, wide sailor sleeves; also black satin over Persian with white voile and a variety of colored chiffon in brown, navy, and gray over white voile, on which is run lace lace insertion bands. Also some very pretty lace and embroidery. Several styles of black and chiffon embroidered in self color. Several styles of black and white stripe chiffon.

75c. to \$1.25 Waists at \$6.

Lingerie and tailored Waists, slightly soiled from handling. White madras, linnette and lawn Waists, some with colored trimming; also round collar and low neck models. None C. O. D. No mail or telephone orders filled.

Second Floor.

\$3 to \$5 Silk and Net Waists at \$1.98.

Fifteen hundred Waists in assorted styles. Muslin in black and colors with trimmings of black or white on the edges in the side effect. Black taffeta, open front and open back, also trimmings lace. Plain Waists with plaid front trimmed with black taffeta and a number of white and cream net Waists with entire front trimmed with lace and muslin. lace and some lace made over Persian.

\$1.25 to \$2.50 Lingerie Waists at \$10.

These WILL BE SOLD IN THE FRENCH ROOM. Hand-woven American Waists of chiffon over chiffon or silk. All trimmings and mostly with three-quarter sleeves, a few with long sleeves.

\$1.25 Lingerie Waists at \$10.

Neat tailored styles finished with pockets, large pearl buttons, with linen collar.

Main Floor

Over two thousand Waists of chiffon in pretty styles over Persian, three-quarter and long sleeves; also stylish muslin Waists in two-toned effects and fine blue taffeta silk Waists in various styles. In the \$2.00 lot are excellent muslin Waists in navy, gray and brown, and stripe and plaid taffeta silk Waists. In the \$3.00 lot are a number of sample chiffon Waists which range in value up to \$7.50. And the \$2.00 lot also includes a number of lace and net Waists in white and cream, made with kimono sleeves and some lace made over Persian.

\$4 to \$7.50 Waists, \$2.98 and \$3.98.

Over two thousand Waists of chiffon in pretty styles over Persian, three-quarter and long sleeves; also stylish muslin Waists in two-toned effects and fine blue taffeta silk Waists in various styles. In the \$2.00 lot are excellent muslin Waists in navy, gray and brown, and stripe and plaid taffeta silk Waists. In the \$3.00 lot are a number of sample chiffon Waists which range in value up to \$7.50. And the \$2.00 lot also includes a number of lace and net Waists in white and cream, made with kimono sleeves and some lace made over Persian.

Over two thousand Waists of chiffon in pretty styles over Persian, three-quarter and long sleeves; also stylish muslin Waists in two-toned effects and fine blue taffeta silk Waists in various styles. In the \$2.00 lot are excellent muslin Waists in navy, gray and brown, and stripe and plaid taffeta silk Waists. In the \$3.00 lot are a number of sample chiffon Waists which range in value up to \$7.50. And the \$2.00 lot also includes a number of lace and net Waists in white and cream, made with kimono sleeves and some lace made over Persian.

\$1.25 to \$2.50 Lingerie Waists at \$10.

These WILL BE SOLD IN THE FRENCH ROOM. Hand-woven American Waists of chiffon over chiffon or silk. All trimmings and mostly with three-quarter sleeves, a few with long sleeves.

\$1.25 Lingerie Waists at \$10.

Neat tailored styles finished with pockets, large pearl buttons, with linen collar.

Main Floor

Over two thousand Waists of chiffon in pretty styles over Persian, three-quarter and long sleeves; also stylish muslin Waists in two-toned effects and fine blue taffeta silk Waists in various styles. In the \$2.00 lot are excellent muslin Waists in navy, gray and brown, and stripe and plaid taffeta silk Waists. In the \$3.00 lot are a number of sample chiffon Waists which range in value up to \$7.50. And the \$2.00 lot also includes a number of lace and net Waists in white and cream, made with kimono sleeves and some lace made over Persian.

\$4 to \$7.50 Waists, \$2.98 and \$3.98.

Over two thousand Waists of chiffon in pretty styles over Persian, three-quarter and long sleeves; also stylish muslin Waists in two-toned effects and fine blue taffeta silk Waists in various styles. In the \$2.00 lot are excellent muslin Waists in navy, gray and brown, and stripe and plaid taffeta silk Waists. In the \$3.00 lot are a number of sample chiffon Waists which range in value up to \$7.50. And the \$2.00 lot also includes a number of lace and net Waists in white and cream, made with kimono sleeves and some lace made over Persian.

Over two thousand Waists of chiffon in pretty styles over Persian, three-quarter and long sleeves; also stylish muslin Waists in two-toned effects and fine blue taffeta silk Waists in various styles. In the \$2.00 lot are excellent muslin Waists in navy, gray and brown, and stripe and plaid taffeta silk Waists. In the \$3.00 lot are a number of sample chiffon Waists which range in value up to \$7.50. And the \$2.00 lot also includes a number of lace and net Waists in white and cream, made with kimono sleeves and some lace made over Persian.

\$1.25 to \$2.50 Lingerie Waists at \$10.

These WILL BE SOLD IN THE FRENCH ROOM. Hand-woven American Waists of chiffon over chiffon or silk. All trimmings and mostly with three-quarter sleeves, a few with long sleeves.

\$1.25 Lingerie Waists at \$10.

Neat tailored styles finished with pockets, large pearl buttons, with linen collar.

Main Floor

French Valenciennes Laces, 25c. to 49c. a Dozen Yards, Regularly 49c. to \$1.69.

SOME OF THE FINEST OF FRENCH VALENCIENNES LACES ever sold under their regular worth have been offered in the Loeser Lace Store. But a lot equal in quality and low prices to this present one has never, to our knowledge, been sold for as little as 25c. and 49c. a dozen yards.

There are Edgings and Insertions to match in two and three widths in mostly all instances. The patterns are in a great range in the handsome round and diamond bobbins. About three thousand yards in all, representing discontinued sets and broken lines of regular size, to \$1.69 qualities for

25c. and 49c. a dozen yards.

With the great White Sales in full force, could there be more interesting Lace news?

Main Floor. None Sent C. O. D.

Women's \$25 Suits at \$9.98. Heading a Notable Clearance Sale.

THE KEYNOTE OF THE ACTIVITY in the Women's Apparel Sections now is CLEARANCE AT REDUCED PRICES. Many offerings from our own stocks. Many other groups from makers who were willing to close out surpluses at a fraction of usual prices.

There are seventy of these Tailored suits marked \$9.98 apiece, all of the smart mixtures that are handsome and serviceable for all around wear. Short, country coats lined. Skirts are plain worn in the favored deep border effects.

Women's \$30 Full Length Coats, \$12.98.

Made of choice mixtures with wide sailor collar in rolling soft effects. Trimmed with velvet. Coat sleeves headed with velvet bands.

Second Floor. None C. O. D. Credit or on Approval.

Children's 15c. Stockings at 7c. a Pair.

THIRTY-SIX HUNDRED PAIRS of those good school Stockings for the lowest price we have known, less than it cost to weave them. They are black ribbed Stockings of sturdy cotton in seamless style and with the double knees, heels and toes that mean extra wear.

To-day will be a record day of values all through the Hosiery Store.

1,800 Pairs of Children's 20c. and 25c. Stockings at 12½c.

Fine and heavy ribbed cotton and lisle with full fashioned feet; a quality that looks well and will give long service.

12,000 Pairs of Women's 15c. and 25c. Hose at 10c. a Pair.

Embracing fast black stockings and full fashioned cotton black seamless cotton with unbleached split feet; black cotton with embroidered trimmings; colored silk hose; fine gauze and full fashioned in pink, sky, navy, canary, champagne, Dresden, green and violet. All have spiced heels and toes.

14,300 Pairs of Women's 25c. and 35c. Stockings at 3 Pairs, 50c.

Including fast black ribbed fine gauze cotton with unbleached split feet; black medium weight full fashioned cotton black fine gauze seamless silk hose. All have spiced heels and toes.

1,200 Pairs of Women's 85c. Silk Stockings at 39c.

Black imported sheer gauze spun silk with mercerized soles and "Duh-L-Tops." Spliced heels and toes.

30,000 Pairs of Men's 15c. and 25c. Half Hose at 12½c.

Fast black cotton, black silk lisle, plain colored cotton, plain colored silk hose and a splendid range of embroidered and fancy lisle thread and silk hose; also imported grain cotton with unbleached split feet.

Men's 50c. Half Hose at 25c.

Light and cotton and silk hose in black and colors; also a splendid collection of fancy styles, embroidered, inquiring, etc.; all have spiced heels and toes.

Main Floor.

29c. to \$1.50 Linen Towels at 19c. to 75c.

THIS IS A GENERAL CLEAN UP and includes all broken lines, odd lots and slightly soiled Towels which remain from our notable sales of the past weeks.

They are all linen Huck Towels with hemstitched or scalloped ends and some have fancy damask borders. There is a variety of practical sizes for choice and those which are slightly soiled may easily be made like new by a trip through the laundry.

In many cases there is but limited quantities of each kind, but in the general assortment there is an excellent range for choice.

Regular 29c. to \$1.50 Towels for special clearance at.....

85c. Linen Napkins, \$2 a Dozen.

Full bleached, pure linen, 24 inch Napkins in an assortment of patterns.

10c. All Linen Toweling at 7c. a Yard.

Bleached heavy weight pure linen Toweling with red or blue borders; 17 inches wide.

A Special Lot of Napkins.

All linen full bleached, white, 24 inch size, regular.....

20c. Linen Napkins, \$2 a Dozen.

20 inch size, regular.....

22c. Linen Napkins, \$2 a Dozen.

22 inch size, regular.....

24c. Linen Napkins, \$2 a Dozen.

24 inch size, regular.....

33c. Linen Napkins, \$2 a Dozen.

25½ inch size, regular.....

34c. Linen Napkins, \$2 a Dozen.

24 inch size, regular.....

34c. Linen Napkins, \$2 a Dozen.

Pattern Table Cloths.

Extra fine quality satin damask Table cloths with borders all around, in a splendid collection of patterns.

21x72 inches, reg. \$2.75.....

21x70 inches, reg. \$2.50.....

21x68 inches, reg. \$2.25.....

21x66 inches, reg. \$2.00.....

21x64 inches, reg. \$1.75.....

21x62 inches, reg. \$1.50.....

21x60 inches, reg. \$1.25.....

21x58 inches, reg. \$1.00.....

21x56 inches, reg. \$0.75.....

21x54 inches, reg. \$0.50.....

21x52 inches, reg. \$0.35.....

21x50 inches, reg. \$0.25.....

21x48 inches, reg. \$0.15.....

21x46 inches, reg. \$0.10.....

21x44 inches, reg. \$0.05.....

21x42 inches, reg. \$0.05.....

21x40 inches, reg. \$0.05.....

21x38 inches, reg. \$0.05.....

21x36 inches, reg. \$0.05.....

21x34 inches, reg. \$0.05.....

21x32 inches, reg. \$0.05.....

21x30 inches, reg. \$0.05.....

21x28 inches, reg. \$0.05.....

21x26 inches, reg. \$0.05.....

21x24 inches, reg. \$0.05.....

21x22 inches, reg. \$0.05.....

21x20 inches, reg. \$0.05.....

21x18 inches, reg. \$0.05.....

21x16 inches, reg. \$0.05.....

21x14 inches, reg. \$0.05.....

21x12 inches, reg. \$0.05.....

21x10 inches, reg.